

Customer Liaison Focus at NIST

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Purpose

- Looking back: Lessons learned from pilot phase
- Looking forward: Institutionalization of customer liaison function at NIST



Looking back

- Surveys
 - 80 survey's returned on 11 projects
 - Importance often rated high even if unaware of the project
 - Many surveyed asked for additional info
 - OMB approved surveys – being used by others
- Advocacy and Outreach
 - AIAG advocating for NIST to their 1500 members
 - Licensing, patent and CRADA examples
 - Project inventories, slides and clustering
 - Developed 40 new industry contacts
- Other benefits
 - Colloquiums
 - Enabled cross focus area fertilization
 - NIST wide teams – Auto and health care
 - Comprehensive characterization of NIST-wide portfolios



Lessons from Pilot Phase

- Project-level feedback very useful but difficult to do comprehensively
 - Need to focus NIST-wide efforts on portfolio level engagement and ensure sustainability
- Advocacy and outreach have been successful—often in unpredictable ways
 - Direct interaction with customers is important
 - Industry is particularly interested in overall portfolios and a single point of contact
- Contributions to NIST 2010 were substantial—esp. SFAs
 - Need to deepen alignment with strategic direction
- New information resources are promising
 - Diverse uses and benefits of KnowledgeNet
 - Need continuous improvement in knowledge management practices that support planning, outreach, and management
 - Still no substitute for leg work
- Richest exchanges are interactive and inclusive
 - Emphasize participative venues with NIST leaders



Transition from Pilot to Established Role

- Comprehensive evaluation by Customer and Stakeholder Relations Council
- Key recommendations accepted by Senior Management Board
 - Shift focus from project to portfolio level
 - Ensure established outreach channels will be maintained
 - Get customer input on NIST plans
 - Institutionalize role in Program Office; integrate with other functions that support the Director
 - Focus and align on NIST strategic goals
 - Be inclusive, invite broad participation



Customer Liaison Focus

- Focus on NIST-wide strategic directions
 - Homeland Security
 - Nano Technology
 - Healthcare technology
 - Knowledge management
- Provide customer and market data to support NIST-wide business cases
- Include all NIST programs
- Obtain customer input on NIST's plans
- Facilitate NIST-level marketing and outreach
- Maintain Automotive program area in partnership with OUs
- Leverage other functions for effectiveness



Operations

- Leverage Program Office staff and resources
 - Include staff and resources of NIST's organizations
 - Use combination of permanent and rotating staff with competencies in more than one sector
- Leverage other functions that support the Director:
 - Public and Business Affairs
 - Congressional Affairs
 - Budget
 - Strategic Planning and Economic Analysis
 - Staff development
 - NIST strategic partnership and outreach efforts



Summary

- Transitioning from pilot phase to institutionalization of NIST-wide customer liaison focus in Program Office
- Moving focus from retrospective feedback at project level to prospective engagement at portfolio level
- Aligning customer liaison effort with NIST-wide strategic direction




Knowledgenet (KN)


- Publicly available version is online
 - Known as: **“NIST Project Database”**
 - Fully searchable by industry sector, or keyword
 - Subset of internal KN information
 - Automatically updated from KN
- PBA reports recent customer contacts referencing use of NIST Project Database
- Provides
 - Project Name, Description, PI Contact information, Industry Focus and Subfocus Areas, Keywords, Project Activities, NIST staff years, Last modified date

www.nist.gov/NISTprojects

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1) Predefined Focus Areas

Use control-click to select more than one:

- Aerospace/Aeronautics
- Automotive**
- Biomaterials
- Biotechnology

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Questions?



Value to NIST

Activities	Outputs	Outcomes
Collect, analyze, and characterize NIST-wide work portfolios Design and manage roundtables, site visits, and other customer engagements Facilitate NIST-wide follow-up Market research and business trend analysis Staff training and development	Tools and documents for describing work portfolios Documentation of customer response to NIST-wide work portfolios Reports, presentations, and other documentation of market and business trends Components of NIST-wide business cases: market demand, customer support Staff experienced in customer engagement, market analysis, and business case development	Outputs will help NIST: <ul style="list-style-type: none">• Justify its programs• Design programs responsive to customer needs• Build advocacy• Expand staff competencies• Position in new markets• Develop NIST-wide customer relationships• Form partnerships, attract resources, and grow